



WHAT'S A LOGO and WHY DOES IT MATTER?

The PA Fights Dirty logo is the visual cornerstone of our anti-litter campaign and communications. It helps people understand our purpose and why it matters. When used properly, our logo builds recognition, promotes trust, and spurs action.

To help, we created this Logo Guide.

Please adhere to the following usage guidance and rules. All the time. Every time. It's a simple way to add strength and impact to our logo and campaign. And help PA Fight Dirty.

OUR LOGO.

The PA Fights Dirty logo reflects our state's determination to eliminate trash. The keystone-shaped trash can reflects Pennsylvania and our peoples' strength. The textured text alludes to our overall grit and tenacity.

[Download the PA Fights Dirty Logo Here.](#)



LOGO DO'S: CLEAR SPACE & MINIMUM SIZE.

Clear space describes the padding around the logo. The space helps our logo stand out, enhances recognition, and reduces a cramped or cluttered feel.

Adhering to minimum size rules helps protect and preserve our logo’s recognizability and legibility.

The minimum clear space should be equal to one “PA-height” around the entire mark.

Our logo should never be scaled below 1 inch in width for print and 72 pixels in width for digital applications.



----- 1" -----



LOGO DO'S: BACKGROUNDS.

Our logo may be used on textured photographs or solid colors. For contrast and visibility, black, gray, and neutral tones work best. The trademark symbol color may be adjusted for legibility.

[Download the PA Fights Dirty Logo Here.](#)



LOGO DO NOT'S.

Our logo mark should never be changed or altered. Though it may be tempting to mix it up a bit, don't. Follow the rules on this page to maintain a clean, clear, consistent logo and our brand standards.



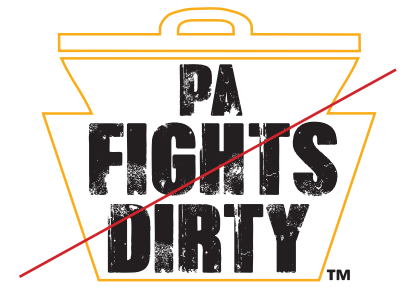
Do not use alternate colors in the mark.



Do not change the font of the mark.



Do not stretch or squeeze mark.



Do not outline the mark.



Do not alter spacing or kerning of mark.



Do not rotate the mark.

CO-BRANDING.

For specific events and initiatives, you may want to include a co-sponsor’s logo. This is permitted, with some basic rules and guidance.

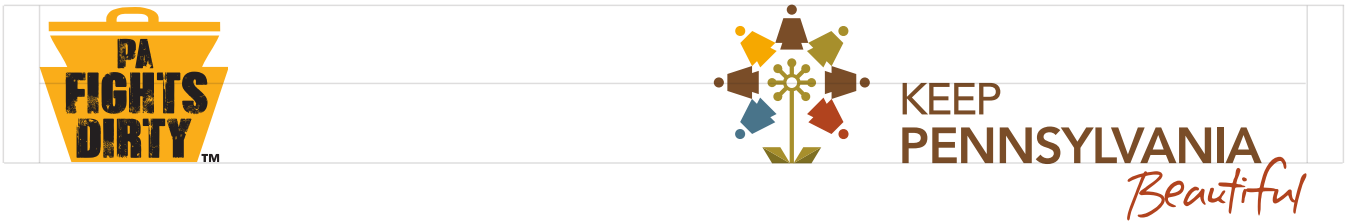
Only co-brand if space allows.

- Co-sponsor logo(s) should be of equal or smaller visual weight to the campaign logo.
- Co-sponsor logo(s) should appear to the right or below the PA Fights Dirty logo.
- Co-sponsor logo(s) may be aligned horizontally to the center or baseline of the campaign logo.
- Co-sponsor logo(s) may be locked up with a centered rule line, one “PA-Width” between for small spaces or placed on opposing margins in larger spaces.

LOCK-UP



MARGIN



ABOVE



LOGO VARIATIONS.

For flexibility, our logo offers a full-color option and two black and white alternatives. Limit usage to black and white print applications.

Logo + Municipalities

It going to take a village, county and every PA community to reduce litter in our state. To unify our efforts, we designed the PA Fights Dirty logo to work with municipality names.

When space allows, the location can be placed below the logo, locking up with the vertical center of the logo mark.

STANDARD



WITH MUNICIPALITY



Southwest Greensburg Borough

WHITE ALTERNATE



Southwest Greensburg Borough

BLACK ALTERNATE



Southwest Greensburg Borough

BUILDING MUNICIPALITY LOGOS.

Starting with our standard logo trademark symbol, at 1.75" in width, typeset your municipality name in 18pt Arial Bold. Type should be placed vertically centered to logo mark with .3" between the bottom of the logo mark and the type's x-height.

Standard logo rules still apply to Municipality logos.

The minimum clear space should be equal to one "PA-height" around the entire lockup.

The logo mark and text lockup should always be scaled proportionately as a single unit. The logo mark contained within the lockup should never scale below 1 inch in width for print and 72 pixels in width for digital applications. When scaled correctly, the Municipality name will not drop below 10 points.

MUNICIPALITY



RULES



campaign ELEMENTS

FO NTS.

Our headline font is Social Gothic Rough, a textured, Gothic font that pairs woodblock and rounded, lowercase components to achieve a handmade, rough-hewn style. Body copy is set in Lato Black while “This ad was made with PA litter” is always Lato Bold Italic and legal text is Lato italic.

arial

HEADLINE FONT

SOCIAL GOTHIC BOLD

ABCDEF
GHIJKL
MNOPQR
STUVWX
YZ
a b c d e f
g h i j k l
m n o p q r
s t u v w x
y z
1 2 3 4 5 6
7 8 9 0

BODY FONT

Lato

ABCDEF
GHIJKL
MNOPQR
STUVWX
YZ
a b c d e f
g h i j k l
m n o p q r
s t u v w x
y z
1 2 3 4 5 6
7 8 9 0

COLORS.

The PA Fights Dirty campaign’s minimal color palette should be used sparingly to maintain focus on our hero imagery and key messages. The colors consist of our brand yellow, which appears in the logo, black, and white.

BRAND YELLOW
CMYK: 0, 36, 100, 0
RGB: 251, 173, 24
PMS: P 14-8 C
HEX: FBAD18

BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

in use

